



# Restart Vermont Regional Marketing and Stimulus Grant Program

**Application deadline – August 31, 2020**

# Presentation Agenda

- Source of funds
- What is the program?
- What are the goals?
- Eligible applicants
- Eligible use of grant monies
- Application overview
- Evaluation criteria
- Timeline and reporting
- Q & A





**Source of Funds**



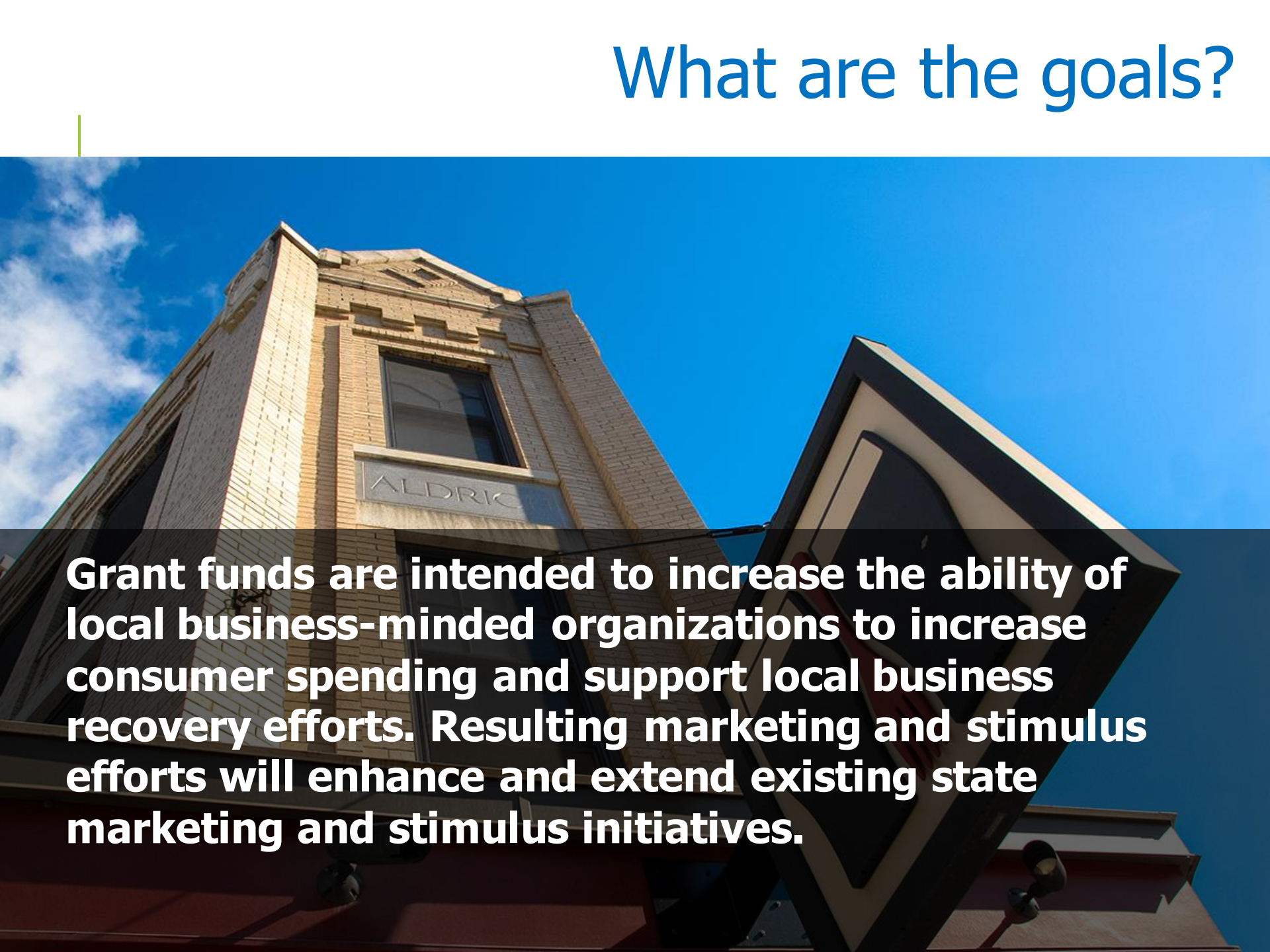
# What is the program?



**The Restart Vermont Marketing and Stimulus Grant Program will provide grants to organizations for efforts and activities related to economic recovery, consumer stimulus, marketing, or tourism related projects to support businesses that have suffered economic harm due to the COVID-19 public health emergency.**



# What are the goals?

A low-angle photograph of a brick building with a sign that reads "ALDRICH". The building is made of light-colored bricks and has a large window. In the foreground, there is a large, tilted, dark structure that appears to be a sign or a piece of art. The sky is blue with some clouds.

**Grant funds are intended to increase the ability of local business-minded organizations to increase consumer spending and support local business recovery efforts. Resulting marketing and stimulus efforts will enhance and extend existing state marketing and stimulus initiatives.**




# Eligible Applicants



**Downtown Organizations \* Chambers of Commerce \*  
Regional Development Corporations \* Municipal  
Economic Development/Community Development  
Departments and Committees \* Local Community/  
Economic Development Organizations \* Statewide  
Business Organizations \* Other Similar Groups**



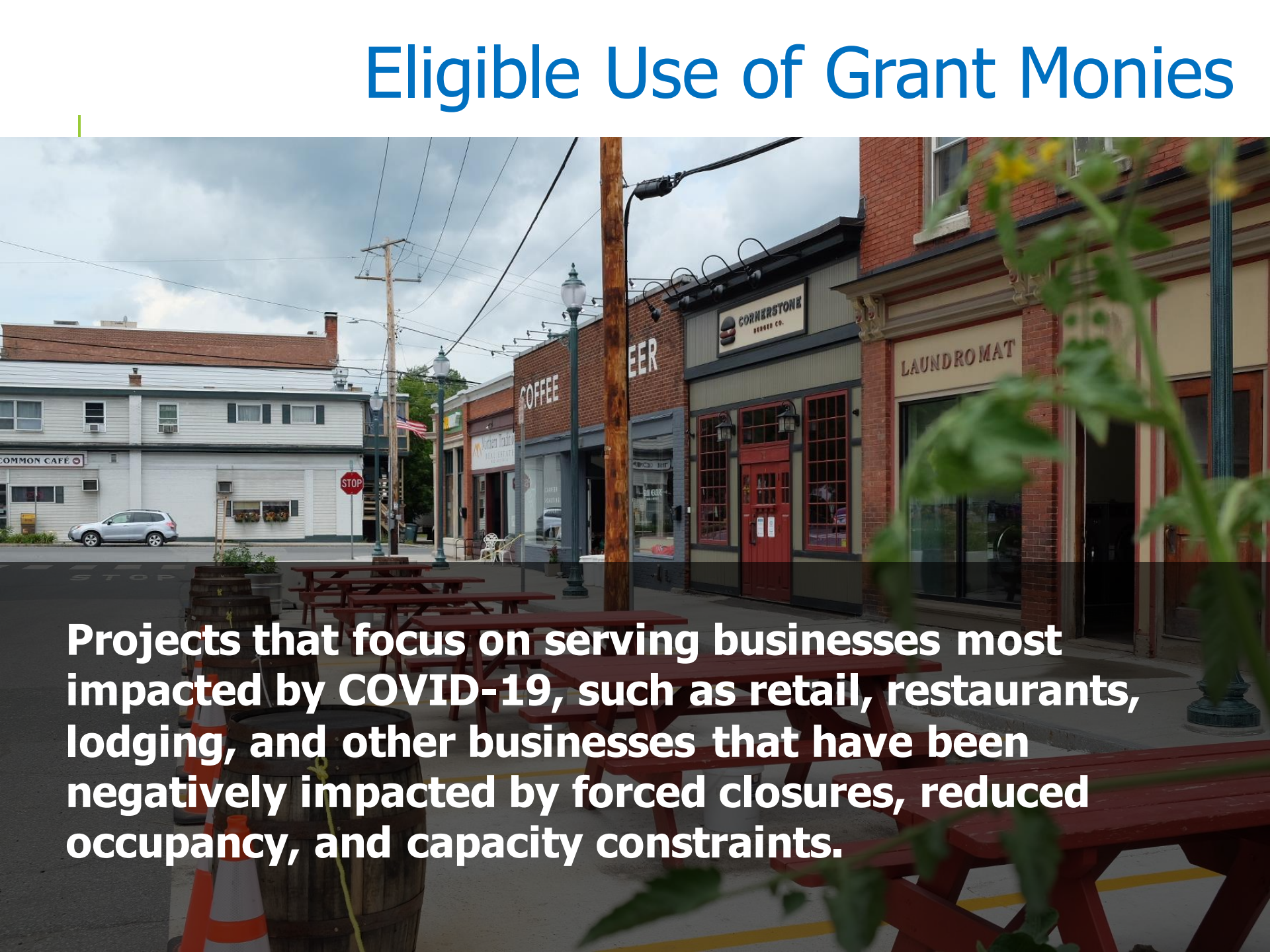
# Eligible Use of Grant Monies



**Development of programs or initiatives designed to increase consumer spending, through local stimulus programs, advertising, promotion, publicity, events, and other activities or initiatives specifically designed to support local businesses.**



# Eligible Use of Grant Monies

A photograph of a street scene in a small town. On the left is a white building with a sign that says "COMMON CAFE". A silver car is parked in front of it. In the foreground, there are several wooden picnic tables and a wooden barrel. On the right side of the street, there are several brick buildings. One has a sign that says "COFFEE", another "BEER", and a third "CORNERSTONE BEER CO.". Further right is a brick building with a sign that says "LAUNDROMAT". The sky is overcast and there are some green plants in the foreground on the right.

**Projects that focus on serving businesses most impacted by COVID-19, such as retail, restaurants, lodging, and other businesses that have been negatively impacted by forced closures, reduced occupancy, and capacity constraints.**



# Eligible Use of Grant Monies



**Eligible expenses can include local “downtown bucks” or similar stimulus programs, mobile app stimulus programs, marketing and advertising, events and promotions, and local/regional initiatives that increase consumer spending and advance local business recovery efforts.**



# Eligible Use of Grant Monies

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- **Administration costs are not eligible expenses.**
  - **Funds may not be used exclusively for the benefit of one business or entity.**
  - **Funds cannot be used for “regular” activities that were already budgeted and planned by your organization before the COVID-19 crisis.**



# Application Overview

- Apply here: <https://accd.vermont.gov/covid-19/regional-marketing-grants>
- Submit grant proposals **via a single email** to [RegionalMarketing@vermont.gov](mailto:RegionalMarketing@vermont.gov).
- Proposals must use this form, and the requested supporting documents should be included as separate PDF files attached to the same email.

VERMONT AGENCY OF COMMERCE AND COMMUNITY DEVELOPMENT

**RESTART VERMONT REGIONAL MARKETING  
AND STIMULUS GRANT PROGRAM**

APPLICATIONS DUE  
**AUGUST 31, 2020**



# Evaluation Criteria

## **Priority in all awards shall be given in the following order of preference:**

1. Projects and/or initiatives that demonstrate the ability to increase consumer spending in local businesses impacted by COVID-19.
2. Projects that maximize the amount and number of:
  - businesses that participate,
  - incentives offered,
  - additional consumer spending leveraged.
3. Strength and quality of project work plan, budget, and timeline.
4. Projects that maximize the use of local media, local suppliers, vendors, and/or labor.
5. Projects that serve a designated Downtown(s) or Village Center(s).
6. Projects that have a demonstrable component of long-term sustainability.
7. Projects that make creative use of business, local, regional partnerships.



# Timeline and Reporting

## **Program Deadline**

August 31, 2020 end of day

## **Application Evaluation**

Early to mid-September

- Reviewed in order of submission
- Evaluated and reviewed by selection committee from ACCD, VDTM, and CP&R
- Funding decisions will be publicly announced

## **Grants Distributed**

by September 30, 2020

- Grant agreements executed with awardees



# Timeline and Reporting

## **Programs must be deployed quickly**

- Grant funds must be expended by **November 15, 2020**

## **Reporting and documentation requirements**

- Recipients must submit a report on the program by December 1, 2020
- Backup: examples of materials developed, initiatives implemented, and measurable outcomes achieved
- Backup: documentation of all grant expenditures for the project, including invoices, cancelled checks, receipts, etc.





# Questions?

**Application deadline — August 31, 2020**

**Thank You.**

Restart Vermont Marketing  
and Stimulus Grant Program